What is claimed is:

1. A disposable absorbent article comprising an absorbent core, said absorbent core comprising:
   (a) a storage layer; and
   (b) a durable, hydrophilic fluid pervious core wrap, said core wrap surrounding at least a portion of said storage layer said core wrap comprising:
      (i) a core wrap substrate; and
      (ii) a hydrophilicity boosting composition coated on said substrate, said hydrophilicity boosting composition comprising a hydrophilicity boosting amount of nanoparticles, wherein said nanoparticles have a particle size of from about 1 to about 750 nanometers.

2. A disposable absorbent article according to Claim 1 wherein said substrate is selected from the group consisting of porous polymeric films, nonwoven materials and combinations thereof.

3. A disposable absorbent article according to Claim 2 wherein said nonwoven material comprises fibers selected from the group consisting of polyolefins, polyesters, cellulose and combinations thereof.

4. A disposable absorbent article according to Claim 3 wherein said nonwoven material comprises fibers selected from the group consisting of polypropylene, polyethylene, polyethylene terepthalate, rayon and combinations thereof.

5. A disposable absorbent article according to Claim 1 wherein said nanoparticles are inorganic nanoparticles.

6. A disposable absorbent article according to Claim 5 wherein said nanoparticles are selected from the group consisting of titanium dioxide, layered clay minerals, alumina oxide, silicates, and combinations thereof.

7. A disposable absorbent article according to Claim 6 wherein said nanoparticles are selected from the group consisting of titanium dioxide, Boehmite alumina, sodium magnesium lithium fluorosilicates and combinations thereof.

8. A disposable absorbent article according to Claim 1 wherein said hydrophilicity boosting composition further comprises a surfactant.

9. A disposable absorbent article according to Claim 1 wherein said surfactant is a nonionic surfactant.

10. A disposable absorbent article according to Claim 1 wherein said storage layer comprises material selected from the group consisting of absorbent gelling material, fluff, and mixtures thereof.

11. A disposable absorbent article according to Claim 1 wherein said disposable absorbent article further comprises a substantially liquid pervious topsheet and a substantially liquid impervious backsheet, wherein said storage layer is between said topsheet and said backsheet, and at least a portion of said core wrap is between said storage layer and said top sheet.

12. A disposable absorbent article according to Claim 1 wherein said core warp surrounds all of said storage layer.

13. A disposable absorbent article according to Claim 12 wherein said disposable absorbent article is selected from the group consisting of diapers, adult incontinence products, training pant, feminine hygiene pads, and panty liners.

14. A disposable absorbent article according to Claim 1 wherein said substrate has been treated with a high-energy surface treatment.

15. A disposable absorbent article according to Claim 14 wherein said high-energy surface treatment is selected from the group consisting of corona discharge treatment, plasma treatment, UV radiation, ion beam treatment, electron beam treatment and combinations thereof.

16. A process for making a disposable absorbent article comprising an absorbent core, said absorbent core comprising a storage layer and a durable hydrophilic core wrap, said core wrap surrounding at least a portion of said storage layer and said process comprising the step of:

coating a core wrap substrate with a hydrophilicity boosting composition, said hydrophilicity boosting composition comprises a hydrophilicity boosting amount of nanoparticles, wherein said nanoparticles having a particle size of from about 1 to about 750 nanometers.

17. A process for making a disposable absorbent article according to Claim 16 wherein prior to or concurrent with coating of said substrate, said substrate is treated with a high energy surface treatment said high-energy surface treatment is selected from the group consisting of corona discharge treatment, plasma treatment, UV radiation, ion beam treatment, electron beam treatment and combinations thereof.

18. A process for making a disposable absorbent article according to Claim 17 wherein hydrophilicity boosting composition further comprises a carrier and a surfactant.

19. A process for making a disposable absorbent article according to Claim 18 wherein said nanoparticles are inorganic nanoparticles.

20. A process for making a disposable absorbent article according to Claim 16 wherein said substrate is selected from the group consisting of porous polymeric films, nonwoven materials and combinations thereof.